Multi-State Information Sharing and Analysis Center
(MS-ISAC)

October 2008
Cyber Security Awareness Month
Cyber Security Toolkit

Instructions for Printing and Customized Branding

The MS-ISAC Toolkit is designed to promote the delivery of a consistent cyber security awareness message by reinforcing core themes in practical, informative, entertaining, and usable ways. These instructions are being provided to assist you in any reproductions and/or customized branding you may wish to do. These instructions are provided as a general reference – for more detailed assistance on customization and reproduction, you may need to consult with your Graphics Department.

The vendors listed below reproduced the MS-ISAC Toolkit material. The vendor specifications and contact information are being provided to you as a reference only, should you chose to reproduce and/or customize the Toolkit materials and wish to use the vendor listed.

We invite you to take advantage of the Toolkit materials. We encourage you to brand these materials by placing your logos on the materials and distributing them widely.

****

Cyber Security Awareness Calendar

Branding Instructions - You may place your organization logo on the top or bottom page of each month. All disclaimer language, which is incorporated at the end of the calendar, must be included in all reproductions. In addition, all graphics, logos and text must be included on customized reproductions.

Vendor Specifications and Contact Information – Below are the specifications to provide the vendor for calendar reproduction. Also listed is the contact information of the vendor that produced this item for the Toolkit, should you wish to contact that vendor for reproduction:

Specifications:
Size: 8-1/2 x 11
Pages: 24 text pages plus cover – Total 28 pages
Stock: 100# gloss cover
80# gloss text
Ink: 4/4 process printing
Prep: Disk supplied
Proofs: Color proofs – to be included in price
Bindery: Saddle Stitch---Drill hanger hole
Packing: Convenient Cartons or Shrink-wrapped

Vendor Contact Information:
Guilderland Printing, Inc.
2210 Western Avenue
Guilderland, NY 12084
Phone: 518-456-2811
Fax: 518-456-1093
www.guilderlandprinting.com

Cyber Security Awareness Posters

Branding: Branding can be applied at the bottom of the poster. The MS-ISAC logo, name and URL must be incorporated on all posters. Poster pdfs for layout and design when branding and customizing are also included on the CD. In addition, all graphics, logos and text must be included on customized reproductions.

Vendor Specifications and Contact Information - Below are the specifications to provide the vendor for poster reproduction. Also listed is the contact information of the vendor that produced this item for the Toolkit, should you wish to contact that vendor for reproduction:

Specifications:
Item: Cyber Security Posters
Quantity: Four (4) separate versions
Cover: 80 # Gloss
Pages: Printed one sided
Size: 11 x 17
Ink: four color process
Bleeds: Yes
Bindery: Trim, (each separate) not folded
Proof: to be included in price
Packaging: four different posters shrink paper wrapping
Vendor Contact Information
Brooks Litho & Digital Group
167 New Highway
N. Amityville, NY 11701
Phone: (631) 789-4500
Fax: (631) 789-4505
www.brookslitho.com

Cyber Security Awareness Bookmarks

Branding: Branding can be applied to the bookmarks on the back of the bookmark. The MS-ISAC logo, name and URL must be incorporated on all bookmarks. Bookmark pdfs for layout and design when branding and customizing are also included on the CD. In addition, all graphics, logos and text must be included on customized reproductions.

Vendor Specifications and Contact Information - Below are the specifications to provide the vendor for bookmark reproduction. Also listed is the contact information of the vendor that produced this item for the Toolkit, should you wish to contact that vendor for reproduction:

Specifications:
Item: Cyber Security Bookmarks
Quantity: Four (4) separate versions
Cover: 80 # Gloss – white paper
Pages: Printed 4/4 - laminated
Size: 2-3/4 x 8-1/2
Ink: four color process
Bleeds: Yes
Bindery: Trim, (each separate) not folded
Proof: to be included in price
Packaging: four different bookmarks shrink plastic wrapping
Vendor Contact Information:
Brooks Litho & Digital Group
167 New Highway
N. Amityville, NY 11701
Phone: (631) 789-4500
Fax: (631) 789-4505
www.brookslitho.com

Cyber Security Guides

Branding: Branding can be applied on the front of the brochure. The MS-ISAC logo, name and URL must be incorporated on the guides.   In addition, all graphics, logos and text must be included on customized reproductions.

Guidelines for Cyber Security Brochures

Branding: Branding can be applied on the front of the brochure. All Logo's, graphics, text and URL's must be incorporated on the brochures.

Internet Kids Pledge Contract

Branding: Branding can be applied on the front of the brochure. The MS-ISAC logo, name and URL must be incorporated on the brochure.   In addition, all graphics, logos and text must be included on customized reproductions.

Cover Letter Template for Toolkit Distribution

Branding: Insert your branding information in noted areas.

Governors' October Cyber Security Awareness Proclamation Template

Branding: Insert your branding information in noted areas.

Archived National Webcast Initiative Broadcasts

National Webcast Initiative Broadcasts are saved as a wmv file. WMV files can be viewed by downloading a media player. The webcasts contained on this CD are being provided for non-commercial training and educational purposes only. This webcast cannot be edited or otherwise altered without the written permission of the MS-ISAC by e-mailing to isac@cscic.state.ny.us.

Public Service Announcements

Branding: Please contact the MS-ISAC to customize the PSAs by e-mailing to isac@cscic.state.ny.us. Please provide your organization URL you would like to have included on the PSA along with your contact information.

Information Security Executive Brief

Branding: Branding can be applied on the front of the Brief. The MS-ISAC logo, name and URL must be incorporated on the Executive Brief.   In addition, all graphics, logos and text must be included on customized reproductions.